

## ORDER



**Orders**  
**Order / Rev:** 704725  
**Alt Order #:** 06264740  
**Product Desc:** ROMNEY FOR PRESIDENT  
**Estimate:** 315  
**Flight Dates:** 08/08/12 - 08/14/12  
**Original Date / Rev:** 08/06/12 / 08/06/12  
**Order Type:** Political

## WUSA

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** American Rambler Productions/ POL  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Romney/ R / President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount   |
|------------|----------|---------|--------------|--------------|
| 07/30/12   | 08/14/12 | 135     | \$200,350.00 | \$170,297.50 |

## Totals

| Month         | # Spots    | Gross Amount        | Net Amount          | Rating      |
|---------------|------------|---------------------|---------------------|-------------|
| August 2012   | 135        | \$200,350.00        | \$170,297.50        | 0.00        |
| <b>Totals</b> | <b>135</b> | <b>\$200,350.00</b> | <b>\$170,297.50</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Aaron Ashe        |              |              | Start Of Order - End Of Order | 100%    |

## Order Share

|        | Share | Total        |
|--------|-------|--------------|
| WUSA   | 22%   | \$200,350.00 |
| Market | 100%  | \$910,681.82 |

## Competitive Share

|       | Share | Total        |
|-------|-------|--------------|
| CABLE | 0%    | \$0.00       |
| UNKWN | 0%    | \$0.00       |
| WBDC  | 0%    | \$0.00       |
| WDCA  | 0%    | \$0.00       |
| WJLA  | 24%   | \$218,563.64 |
| WMDO  | 0%    | \$0.00       |
| WPXW  | 0%    | \$0.00       |
| WRC   | 34%   | \$309,631.82 |
| WTTG  | 20%   | \$182,136.36 |
| WWPX  | 0%    | \$0.00       |

| Ln  | Ch   | Start             | End             | Inventory Code                 | Break | Start/End Time | Days              | Len | Spots       | Rate     | Pri           | Rtg  | Type | Spots | Amount     |
|-----|------|-------------------|-----------------|--------------------------------|-------|----------------|-------------------|-----|-------------|----------|---------------|------|------|-------|------------|
| E 1 | WUSA | 08/08/12          | 08/10/12        | 6-7a 9 News @ 6a<br>9News @ 6a | CM    | 6-7a           | -- WTF--          | :30 | 3           | \$450.00 | P-2           | 0.00 | NM   | 3     | \$1,350.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |          | <u>Rating</u> |      |      |       |            |
|     |      | Week: 08/06/12    | 08/12/12        | -- WTF--                       |       |                | 3                 |     | \$450.00    |          | 0.00          |      |      |       |            |
| E 2 | WUSA | 08/13/12          | 08/14/12        | 6-7a 9 News @ 6a<br>9News @ 6a | CM    | 6-7a           | MT-----           | :30 | 4           | \$450.00 | P-2           | 0.00 | NM   | 4     | \$1,800.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |          | <u>Rating</u> |      |      |       |            |
|     |      | Week: 08/13/12    | 08/19/12        | MT-----                        |       |                | 4                 |     | \$450.00    |          | 0.00          |      |      |       |            |

Order / Rev: 704725  
 Alt Order #: 06264740  
 Flight Dates: 08/08/12 - 08/14/12

Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 315  
**WUSA**

| Ln    | Ch   | Start             | End             | Inventory Code                         | Break | Start/End Time Days                  | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|--|-------|--------------------------------------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 3   | WUSA | 08/08/12          | 08/10/12        | CBS This Morning<br>CBS This Morning   | CM    | 7-9a -- WTF--                        | :30 | 6                 | \$250.00    | P-2 | 0.00          | NM   | 6     | \$1,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 08/06/12          | 08/12/12        | -- WTF--                               |       |                                      |     | 6                 | \$250.00    |     | 0.00          |      |       |            |
| E 4   | WUSA | 08/13/12          | 08/14/12        | CBS This Morning<br>CBS This Morning   | CM    | 7-9a MT-----                         | :30 | 4                 | \$250.00    | P-2 | 0.00          | NM   | 4     | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 08/13/12          | 08/19/12        | MT-----                                |       |                                      |     | 4                 | \$250.00    |     | 0.00          |      |       |            |
| E 5   | WUSA | 08/13/12          | 08/14/12        | Price Is Right<br>The Price is Right   | CM    | 11a-12p MT-----                      | :30 | 4                 | \$800.00    | P-2 | 0.00          | NM   | 4     | \$3,200.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 08/13/12          | 08/19/12        | MT-----                                |       |                                      |     | 4                 | \$800.00    |     | 0.00          |      |       |            |
| E 6   | WUSA | 08/08/12          | 08/10/12        | Price Is Right<br>The Price is Right   | CM    | 11a-12p -- WTF--                     | :30 | 6                 | \$800.00    | P-2 | 0.00          | NM   | 6     | \$4,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 08/06/12          | 08/12/12        | -- WTF--                               |       |                                      |     | 6                 | \$800.00    |     | 0.00          |      |       |            |
| E 7   | WUSA | 08/08/12          | 08/10/12        | DT<br>Daytime                          | CM    | 9A-3P -- WTF--<br>(12:30 PM-3:00 PM) | :30 | 6                 | \$800.00    | P-3 | 0.00          | NM   | 6     | \$4,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 08/06/12          | 08/12/12        | -- WTF--                               |       |                                      |     | 6                 | \$800.00    |     | 0.00          |      |       |            |
| E 8   | WUSA | 08/13/12          | 08/14/12        | DT<br>Daytime                          | CM    | 9A-3P MT-----<br>(12:30 PM-3:00 PM)  | :30 | 4                 | \$800.00    | P-3 | 0.00          | NM   | 4     | \$3,200.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 08/13/12          | 08/19/12        | MT-----                                |       |                                      |     | 4                 | \$800.00    |     | 0.00          |      |       |            |
| E 9   | WUSA | 08/08/12          | 08/10/12        | 3-4p<br>The Doctors                    | CM    | 3-4p -- WTF--                        | :30 | 3                 | \$500.00    | P-2 | 0.00          | NM   | 3     | \$1,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 08/06/12          | 08/12/12        | -- WTF--                               |       |                                      |     | 3                 | \$500.00    |     | 0.00          |      |       |            |
| E 10  | WUSA | 08/13/12          | 08/14/12        | 3-4p<br>The Doctors                    | CM    | 3-4p MT-----                         | :30 | 3                 | \$500.00    | P-2 | 0.00          | NM   | 3     | \$1,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 08/13/12          | 08/19/12        | MT-----                                |       |                                      |     | 3                 | \$500.00    |     | 0.00          |      |       |            |
| E 11  | WUSA | 08/08/12          | 08/10/12        | 4-5p<br>Dr. Phil                       | CM    | 4-5p -- WTF--                        | :30 | 3                 | \$600.00    | P-2 | 0.00          | NM   | 3     | \$1,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 08/06/12          | 08/12/12        | -- WTF--                               |       |                                      |     | 3                 | \$600.00    |     | 0.00          |      |       |            |
| E 12  | WUSA | 08/13/12          | 08/14/12        | 4-5p<br>Dr. Phil                       | CM    | 4-5p MT-----                         | :30 | 2                 | \$600.00    | P-2 | 0.00          | NM   | 2     | \$1,200.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 08/13/12          | 08/19/12        | MT-----                                |       |                                      |     | 2                 | \$600.00    |     | 0.00          |      |       |            |
| E 13  | WUSA | 08/13/12          | 08/14/12        | 9 News @ 5p<br>9 News @ 5p             | CM    | 5-6p MT-----                         | :30 | 4                 | \$600.00    | P-2 | 0.00          | NM   | 4     | \$2,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 08/13/12          | 08/19/12        | MT-----                                |       |                                      |     | 4                 | \$600.00    |     | 0.00          |      |       |            |
| E 14  | WUSA | 08/08/12          | 08/10/12        | 9 News @ 5p<br>9 News @ 5p             | CM    | 5-6p -- WTF--                        | :30 | 6                 | \$600.00    | P-2 | 0.00          | NM   | 6     | \$3,600.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 08/06/12          | 08/12/12        | -- WTF--                               |       |                                      |     | 6                 | \$600.00    |     | 0.00          |      |       |            |
| E 15  | WUSA | 08/08/12          | 08/10/12        | 9 News @ 6p<br>9 News @ 6p             | CM    | 6-630p -- WTF--                      | :30 | 6                 | \$800.00    | P-2 | 0.00          | NM   | 6     | \$4,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 08/06/12          | 08/12/12        | -- WTF--                               |       |                                      |     | 6                 | \$800.00    |     | 0.00          |      |       |            |
| E 16  | WUSA | 08/13/12          | 08/14/12        | 9 News @ 6p<br>9 News @ 6p             | CM    | 6-630p MT-----                       | :30 | 4                 | \$800.00    | P-2 | 0.00          | NM   | 4     | \$3,200.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 08/13/12          | 08/19/12        | MT-----                                |       |                                      |     | 4                 | \$800.00    |     | 0.00          |      |       |            |
| E 17  | WUSA | 08/13/12          | 08/14/12        | 9 News Tonight 7p<br>9 News Tonight 7p | CM    | 7-730p MT-----                       | :30 | 4                 | \$800.00    | P-2 | 0.00          | NM   | 4     | \$3,200.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       |                                      |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |

Order / Rev: 704725  
 Alt Order #: 06264740  
 Flight Dates: 08/08/12 - 08/14/12

Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 315  
**WUSA**

| Ln   | Ch   | Start             | End             | Inventory Code  | Break | Start/End Time Days   | Len | Spots       | Rate       | Pri | Rtg           | Type | Spots | Amount      |
|------|------|-------------------|-----------------|---|-------|-----------------------|-----|-------------|------------|-----|---------------|------|-------|-------------|
| E 17 | WUSA | 08/13/12          | 08/14/12        | 9 News Tonight 7p<br>9 News Tonight 7p                          | CM    | 7-730p MT-----        | :30 | 4           | \$800.00   | P-2 | 0.00          | NM   | 4     | \$3,200.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>     |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |             |
|      |      | Week: 08/13/12    | 08/19/12        | MT-----   |       | 4                     |     | \$800.00    |            |     | 0.00          |      |       |             |
| E 18 | WUSA | 08/08/12          | 08/10/12        | 9 News Tonight 7p<br>9 News Tonight 7p                          | CM    | 7-730p --WTF--        | :30 | 6           | \$800.00   | P-2 | 0.00          | NM   | 6     | \$4,800.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>     |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |             |
|      |      | Week: 08/06/12    | 08/12/12        | --WTF--   |       | 6                     |     | \$800.00    |            |     | 0.00          |      |       |             |
| E 19 | WUSA | 08/08/12          | 08/10/12        | Entertainment Tonight<br>Entertainment Tonight                  | CM    | 730-8P --WTF--        | :30 | 6           | \$1,800.00 | P-2 | 0.00          | NM   | 6     | \$10,800.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>     |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |             |
|      |      | Week: 08/06/12    | 08/12/12        | --WTF--   |       | 6                     |     | \$1,800.00  |            |     | 0.00          |      |       |             |
| E 20 | WUSA | 08/13/12          | 08/14/12        | Entertainment Tonight<br>Entertainment Tonight                  | CM    | 730-8P MT-----        | :30 | 4           | \$1,800.00 | P-2 | 0.00          | NM   | 4     | \$7,200.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>     |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |             |
|      |      | Week: 08/13/12    | 08/19/12        | MT-----   |       | 4                     |     | \$1,800.00  |            |     | 0.00          |      |       |             |
| E 21 | WUSA | 08/08/12          | 08/10/12        | 9 News @ 11p<br>9 News @ 11p                                    | CM    | M-Su 11-1135p --WTF-- | :30 | 6           | \$2,000.00 | P-2 | 0.00          | NM   | 6     | \$12,000.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>     |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |             |
|      |      | Week: 08/06/12    | 08/12/12        | --WTF--   |       | 6                     |     | \$2,000.00  |            |     | 0.00          |      |       |             |
| E 22 | WUSA | 08/13/12          | 08/14/12        | 9 News @ 11p<br>9 News @ 11p                                    | CM    | M-Su 11-1135p MT----- | :30 | 4           | \$2,000.00 | P-2 | 0.00          | NM   | 4     | \$8,000.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>     |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |             |
|      |      | Week: 08/13/12    | 08/19/12        | MT-----   |       | 4                     |     | \$2,000.00  |            |     | 0.00          |      |       |             |
| E 23 | WUSA | 08/13/12          | 08/14/12        | Letterman<br>Late Night with David Letterman(11:30 PM-12:30 XM) | CM    | 1135P-1237A MT-----   | :30 | 4           | \$750.00   | P-3 | 0.00          | NM   | 4     | \$3,000.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>     |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |             |
|      |      | Week: 08/13/12    | 08/19/12        | MT-----   |       | 4                     |     | \$750.00    |            |     | 0.00          |      |       |             |
| E 24 | WUSA | 08/08/12          | 08/10/12        | Letterman<br>Late Night with David Letterman(11:30 PM-12:30 XM) | CM    | 1135P-1237A --WTF--   | :30 | 6           | \$750.00   | P-3 | 0.00          | NM   | 6     | \$4,500.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>     |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |             |
|      |      | Week: 08/06/12    | 08/12/12        | --WTF--   |       | 6                     |     | \$750.00    |            |     | 0.00          |      |       |             |
| E 25 | WUSA | 08/14/12          | 08/14/12        | Tue Prime A<br>NCIS   | CM    | 8-9P -T-----          | :30 | 1           | \$8,000.00 | P-2 | 0.00          | NM   | 1     | \$8,000.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>     |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |             |
|      |      | Week: 08/13/12    | 08/19/12        | -T-----   |       | 1                     |     | \$8,000.00  |            |     | 0.00          |      |       |             |
| E 26 | WUSA | 08/08/12          | 08/08/12        | Wed Prime B<br>Criminal Minds                                   | CM    | 9-10P --W----         | :30 | 1           | \$6,000.00 | P-2 | 0.00          | NM   | 1     | \$6,000.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>     |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |             |
|      |      | Week: 08/06/12    | 08/12/12        | --W----   |       | 1                     |     | \$6,000.00  |            |     | 0.00          |      |       |             |
| E 27 | WUSA | 08/09/12          | 08/09/12        | Thu Prime A<br>Big Bang Theory/Two and a Hal                    | CM    | 8-9P ---T---          | :30 | 1           | \$7,500.00 | P-2 | 0.00          | NM   | 1     | \$7,500.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>     |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |             |
|      |      | Week: 08/06/12    | 08/12/12        | ---T---   |       | 1                     |     | \$7,500.00  |            |     | 0.00          |      |       |             |
| E 28 | WUSA | 08/09/12          | 08/09/12        | Thu Prime C<br>CSI  | CM    | 10-11P ---T---        | :30 | 1           | \$8,500.00 | P-2 | 0.00          | NM   | 1     | \$8,500.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>     |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |             |
|      |      | Week: 08/06/12    | 08/12/12        | ---T---   |       | 1                     |     | \$8,500.00  |            |     | 0.00          |      |       |             |
| E 29 | WUSA | 08/10/12          | 08/10/12        | Fri Prime B<br>CSI: NY  | CM    | 9-10P ----F--         | :30 | 1           | \$4,000.00 | P-2 | 0.00          | NM   | 1     | \$4,000.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>     |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |             |
|      |      | Week: 08/06/12    | 08/12/12        | ----F--   |       | 1                     |     | \$4,000.00  |            |     | 0.00          |      |       |             |
| E 30 | WUSA | 08/10/12          | 08/10/12        | Fri Prime C<br>Blue Bloods                                      | CM    | 10-11P ----F--        | :30 | 1           | \$6,000.00 | P-1 | 0.00          | NM   | 1     | \$6,000.00  |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>     |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |             |
|      |      | Week: 08/06/12    | 08/12/12        | ----F--   |       | 1                     |     | \$6,000.00  |            |     | 0.00          |      |       |             |
| E 31 | WUSA | 08/11/12          | 08/11/12        | 8-10a Sa CBS This Morning<br>CBS This Morning: Saturday         | CM    | 8-10AM -----S-        | :30 | 2           | \$250.00   | P-3 | 0.00          | NM   | 2     | \$500.00    |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>     |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |             |
|      |      | Week: 08/06/12    | 08/12/12        | -----S-   |       | 2                     |     | \$250.00    |            |     | 0.00          |      |       |             |

Order / Rev: 704725  
 Alt Order #: 06264740  
 Flight Dates: 08/08/12 - 08/14/12

Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 315  
**WUSA**

| Ln   | Ch   | Start             | End             | Inventory Code             | Break | Start/End Time      | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type   | Spots | Amount       |
|------|------|-------------------|-----------------|----------------------------|-------|---------------------|---------|-----|-------------------|-------------|-----|---------------|--------|-------|--------------|
| E 31 | WUSA | 08/11/12          | 08/11/12        | 8-10a Sa CBS This Morn     | CM    | 8-10AM              | -----S- | :30 | 2                 | \$250.00    | P-3 | 0.00          | NM     | 2     | \$500.00     |
|      |      |                   |                 | CBS This Morning: Saturday |       |                     |         |     |                   |             |     |               |        |       |              |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       |                     |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |              |
|      |      | Week: 08/06/12    | 08/12/12        | -----S-                    |       |                     |         |     | 2                 | \$250.00    |     | 0.00          |        |       |              |
| E 32 | WUSA | 08/11/12          | 08/11/12        | 9 News @ 6p Sat            | CM    | Sat 6-630p          | -----S- | :30 | 2                 | \$500.00    | P-1 | 0.00          | NM     | 2     | \$1,000.00   |
|      |      |                   |                 | 9 News @ 6p Sat            |       |                     |         |     |                   |             |     |               |        |       |              |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       |                     |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |              |
|      |      | Week: 08/06/12    | 08/12/12        | -----S-                    |       |                     |         |     | 2                 | \$500.00    |     | 0.00          |        |       |              |
| E 33 | WUSA | 08/11/12          | 08/11/12        | CBS Evening News Satu      | CM    | Sat 630-7p          | -----S- | :30 | 2                 | \$800.00    | P-3 | 0.00          | NM     | 2     | \$1,600.00   |
|      |      |                   |                 | CBS Evening News Saturday  |       |                     |         |     |                   |             |     |               |        |       |              |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       |                     |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |              |
|      |      | Week: 08/06/12    | 08/12/12        | -----S-                    |       |                     |         |     | 2                 | \$800.00    |     | 0.00          |        |       |              |
| E 34 | WUSA | 08/11/12          | 08/11/12        | Sat Prime A                | CM    | 8-9P                | -----S- | :30 | 1                 | \$2,000.00  | P-1 | 0.00          | NM     | 1     | \$2,000.00   |
|      |      |                   |                 | Crimetime Saturday         |       |                     |         |     |                   |             |     |               |        |       |              |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       |                     |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |              |
|      |      | Week: 08/06/12    | 08/12/12        | -----S-                    |       |                     |         |     | 1                 | \$2,000.00  |     | 0.00          |        |       |              |
| E 35 | WUSA | 08/11/12          | 08/11/12        | Sat Prime B                | CM    | 9-10P               | -----S- | :30 | 1                 | \$2,500.00  | P-2 | 0.00          | NM     | 1     | \$2,500.00   |
|      |      |                   |                 | CRIMETIME                  |       |                     |         |     |                   |             |     |               |        |       |              |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       |                     |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |              |
|      |      | Week: 08/06/12    | 08/12/12        | -----S-                    |       |                     |         |     | 1                 | \$2,500.00  |     | 0.00          |        |       |              |
| E 36 | WUSA | 08/11/12          | 08/11/12        | Sat Prime C                | CM    | 10-11P              | -----S- | :30 | 1                 | \$3,000.00  | P-2 | 0.00          | NM     | 1     | \$3,000.00   |
|      |      |                   |                 | 48 Hours Mystery           |       |                     |         |     |                   |             |     |               |        |       |              |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       |                     |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |              |
|      |      | Week: 08/06/12    | 08/12/12        | -----S-                    |       |                     |         |     | 1                 | \$3,000.00  |     | 0.00          |        |       |              |
| E 37 | WUSA | 08/11/12          | 08/11/12        | 9 News @ 11p               | CM    | M-Su 11-1135p       | -----S- | :30 | 2                 | \$2,000.00  | P-2 | 0.00          | NM     | 2     | \$4,000.00   |
|      |      |                   |                 | 9 News @ 11p               |       |                     |         |     |                   |             |     |               |        |       |              |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       |                     |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |              |
|      |      | Week: 08/06/12    | 08/12/12        | -----S-                    |       |                     |         |     | 2                 | \$2,000.00  |     | 0.00          |        |       |              |
| E 38 | WUSA | 08/12/12          | 08/12/12        | CBS Sunday Morning         | CM    | 9-1030a             | -----S  | :30 | 2                 | \$2,500.00  | P-2 | 0.00          | NM     | 2     | \$5,000.00   |
|      |      |                   |                 | CBS Sunday Morning         |       |                     |         |     |                   |             |     |               |        |       |              |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       |                     |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |              |
|      |      | Week: 08/06/12    | 08/12/12        | -----S                     |       |                     |         |     | 2                 | \$2,500.00  |     | 0.00          |        |       |              |
| E 39 | WUSA | 08/12/12          | 08/12/12        | Face the Nation            | CM    | 1030-11a            | -----S  | :30 | 1                 | \$25,000.00 | P-3 | 0.00          | NM     | 1     | \$25,000.00  |
|      |      |                   |                 | Face the Nation            |       | (10:30 AM-11:00 AM) |         |     |                   |             |     |               |        |       |              |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       |                     |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |              |
|      |      | Week: 08/06/12    | 08/12/12        | -----S                     |       |                     |         |     | 1                 | \$25,000.00 |     | 0.00          |        |       |              |
| E 40 | WUSA | 08/12/12          | 08/12/12        | McLaughlin Group           | CM    | Su 12p-1230p        | -----S  | :30 | 1                 | \$2,000.00  | P-3 | 0.00          | NM     | 1     | \$2,000.00   |
|      |      |                   |                 | The McLaughlin Group       |       |                     |         |     |                   |             |     |               |        |       |              |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       |                     |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |              |
|      |      | Week: 08/06/12    | 08/12/12        | -----S                     |       |                     |         |     | 1                 | \$2,000.00  |     | 0.00          |        |       |              |
| E 41 | WUSA | 08/12/12          | 08/12/12        | 9 News @ 630p Sun          | CM    | 630-7P              | -----S  | :30 | 2                 | \$800.00    | P-3 | 0.00          | NM     | 2     | \$1,600.00   |
|      |      |                   |                 | 9 News @ 630PM Sunday      |       |                     |         |     |                   |             |     |               |        |       |              |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       |                     |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |              |
|      |      | Week: 08/06/12    | 08/12/12        | -----S                     |       |                     |         |     | 2                 | \$800.00    |     | 0.00          |        |       |              |
| E 42 | WUSA | 08/12/12          | 08/12/12        | Sun Prime A                | CM    | 7-8P                | -----S  | :30 | 1                 | \$9,000.00  | P-2 | 0.00          | NM     | 1     | \$9,000.00   |
|      |      |                   |                 | 60 Minutes                 |       |                     |         |     |                   |             |     |               |        |       |              |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       |                     |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |              |
|      |      | Week: 08/06/12    | 08/12/12        | -----S                     |       |                     |         |     | 1                 | \$9,000.00  |     | 0.00          |        |       |              |
| E 43 | WUSA | 08/12/12          | 08/12/12        | Sun Prime D                | CM    | 10-11P              | -----S  | :30 | 1                 | \$4,000.00  | P-3 | 0.00          | NM     | 1     | \$4,000.00   |
|      |      |                   |                 | The Mentalist              |       |                     |         |     |                   |             |     |               |        |       |              |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       |                     |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |              |
|      |      | Week: 08/06/12    | 08/12/12        | -----S                     |       |                     |         |     | 1                 | \$4,000.00  |     | 0.00          |        |       |              |
| E 44 | WUSA | 08/12/12          | 08/12/12        | 9 News @ 11p               | CM    | M-Su 11-1135p       | -----S  | :30 | 2                 | \$2,000.00  | P-2 | 0.00          | NM     | 2     | \$4,000.00   |
|      |      |                   |                 | 9 News @ 11p               |       |                     |         |     |                   |             |     |               |        |       |              |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>            |       |                     |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |              |
|      |      | Week: 08/06/12    | 08/12/12        | -----S                     |       |                     |         |     | 2                 | \$2,000.00  |     | 0.00          |        |       |              |
|      |      |                   |                 |                            |       |                     |         |     |                   |             |     |               | Totals | 135   | \$200,350.00 |